

AMENDMENTS TO THE CLAIMS

Claim 1 (currently amended): A system for displaying products available for purchase to consumers who are displaying ~~any~~ a document ~~on any computer device comprising:~~ a computer conducting a statistical frequency analysis of the word occurrence in the document to determine keywords for the document, and a display device displaying ~~preparing a list of products to be displayed~~ which are relevant to the keywords which have been determined.

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Claim 2 (currently amended): The system of Claim 1 in which the products from which the list of products are obtained are manually preselected ~~for display~~.

Claim 3 (currently amended): The system of Claim 1 in which the products from which the list of products are obtained are determined by conducting a statistical frequency analysis of the word occurrence in product descriptions, determining keywords for each of the products and matching the keywords in the document to the keywords in the product descriptions.

Claim 4 (currently amended): The system of Claim 1 in which the keywords ~~chosen~~ determined from the document are based upon words selected for a query by the consumer.

Claim 5 (Original): The system of Claim 1 in which the products relevant to the information in the document are preselected and embedded in the document.

Claim 6 (currently amended): The system of Claim 3 in which the product list is ~~carried~~ stored on a separate database and the relevant products selected for display are chosen by keyword matching.

Claim 7 (Original): The system of Claim 1 in which the keywords are embedded in the document by metatagging.

Claim 8 (Original): The system of Claim 1 in which the relevant products are chosen by use of a Boolean ANDED query conducted on the document and the product database.

Claim 9 (Original): The system of Claim 1 in which the relevant product list is ordered based upon data, price, sale status, or keyword weighting.

Claim 10 (Original): The system of Claim 1 in which the keywords are associated with their synonyms.

Claim 11 (currently amended): A system for displaying products available for purchase to consumers who are displaying ~~any a~~ document ~~on any computer device comprising:~~ a computer conducting a statistical frequency analysis of the word occurrence in the document

to determine keywords for the document, conducting a statistical frequency analysis of the word occurrence in the product descriptions, determining keywords for each of the products, matching the keywords in the document to the keywords in the product descriptions and a display device displaying those products with matching keywords.

Claim 12 (Original): The system of Claim 11 in which the keywords are embedded in the document prior to its display.

Claim 13 (Original): The system of Claim 12 in which the keywords are embedded in the document by metatagging.

Claim 14 (Original): The system of Claim 1 or 11 in which the products displayed contain links to a sale site for the product.

Claim 15 (Original): The system of Claim 11 in which the relevant products are chosen by use of a Boolean ANDed query conducted on the document and the product database.

Claim 16 (Original): The system of Claim 11 in which the relevant products are ordered based upon date, price, sale status, or keyword weighting.

Claim 17 (Original): The system of Claim 11 in which the keywords are associated with their synonyms.

18. (New) A computer system for selecting and suggesting products available for purchase that would be of interest to consumers viewing a displayed document, comprising:

A7 means for conducting a statistical frequency analysis of the word occurrence in the document to determine the subject matter of the document, the subject matter being the most frequently occurring concepts, people, places or things, and the keywords in the document, the keywords being determined by the frequency analysis or by comparison to a pre-selected keyword list;

means for producing a list of products which are relevant to the subject matter and associated keywords; and

means for displaying the list of products.

19. (New) The computer system of claim 18, wherein the products are determined by conducting a statistical frequency analysis of the word occurrence in product descriptions, determining keywords for each of the products, and matching the subject matter and keywords for the document to the keywords in product descriptions.

20. (New) The computer system of claim 19, wherein the matching is performed by a Boolean ANDed query between the

subject matter and keywords for the document to the keywords in the product descriptions.

21. (New) A computer implemented method for selecting and suggesting products available for purchase that would be of interest to consumers viewing a displayed document, comprising:

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computing a statistical frequency analysis of the word occurrence in the document to determine the subject matter of the document, the subject matter being the most frequently occurring concepts, people, places or things, and the keywords in the document, the keywords being determined by the frequency analysis or by comparison to a pre-selected keyword list;

generating a list of products which are relevant to the subject matter and associated keywords; and

displaying the list of products.

22. (New) The computer implemented method of claim 21, wherein

said computing step comprises conducting a statistical frequency analysis of the word occurrence in product descriptions, determining keywords for each of the products, and matching the subject matter and keywords for the document to the keywords in product descriptions.

A7d 23. (New) The computer implemented of claim 22, wherein the step of matching is performed by a Boolean ANDed query between the subject matter and keywords for the document to the keywords in the product descriptions.

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